

#### Addenda

¶ Airline & Air Industry Purchaser Magazine will be published monthly by the APT Company, Chicago, beginning in August . . . ¶ Newsweek magazine reported an estimated 16.5 gain in ad revenue in the first half of 1966 to \$20.86-million, and a 6.8 per cent rise in lineage to 1,448 pages over 1965 levels . . . ¶ Rudder magazine, a Fawcett publication, increased its ad lineage 22.2 per cent during the first six months of 1966 to a total of 70 1/6 pages . . . ¶ Joe Wolhandler Associates, Inc., public relations, has opened a Los Angeles office to be headed by Alfred E. F. Stern, vice president.